

ORDER



Orders
Order / Rev: 711790 - 2
Alt Order #: 6305336
Product Desc: FDP/3 PACK
Estimate: 585
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 09/06/12 / 10/18/12
Order Type: Political

WTLV-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Abar Hutton Media/ POL
Buying Contact:
Billing Contact:
 6190 Grovedale Court Suite 200
 Alexandria, VA 22310

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Florida Democratic Party
Demographic: A25-54
Product Codes: PL-State/Local,PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	52	\$12,355.00	\$10,501.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	52	\$12,355.00	\$10,501.75	0.00
Totals	52	\$12,355.00	\$10,501.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTLV-TV	32%	\$12,355.00
Market	100%	\$38,609.38

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	7%	\$2,702.66
WCWJ	2%	\$772.19
WJXT	33%	\$12,741.09
WJXX	7%	\$2,702.66
WTEV	19%	\$7,335.78

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTLV	10/30/12	11/02/12	5a-530a 5a-530a	CM	M-F 5a-530a	- T- TF- -	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- T- TF- -			3		\$200.00		0.00				
2	WTLV	10/31/12	11/05/12	530a-6a 530a-6a	CM	530a-6a	M- WT- - -	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	M- WT- - -			3		\$200.00		0.00				
3	WTLV	11/06/12	11/06/12	530a-6a 530a-6a	CM	530a-6a	- T- - - - -	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	- T- - - - -			1		\$200.00		0.00				

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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
9	WTLV	10/31/12	11/05/12	Today Show II M-F 9-10am	CM	9a-10a	M-WTF--	:30	4	\$400.00	P-1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/31/12	11/06/12	M-WTF--		4			\$400.00		0.00				
10	WTLV	11/06/12	11/06/12	Today Show II M-F 9-10am	CM	9a-10a	-T-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	-T-----		1			\$400.00		0.00				
11	WTLV	10/30/12	11/05/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	MTWTF--	:30	5	\$325.00	P-1	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/30/12	11/05/12	MTWTF--		5			\$325.00		0.00				
12	WTLV	11/06/12	11/06/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	-T-----	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	-T-----		1			\$325.00		0.00				
13	WTLV	10/30/12	11/05/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	MTWTF--	:30	5	\$80.00	P-3	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/30/12	11/05/12	MTWTF--		5			\$80.00		0.00				
14	WTLV	10/30/12	11/05/12	M-F 1230-1p Extra	CM	M-F 1230p-1257p	MTWTF--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/30/12	11/05/12	MTWTF--		5			\$100.00		0.00				
15	WTLV	10/30/12	11/05/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	MT--F--	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/30/12	11/05/12	MT--F--		3			\$125.00		0.00				
16	WTLV	10/30/12	11/02/12	M-F 3-4p Katie	CM	M-F 3p-4p	-TWTF--	:30	4	\$90.00	P-3	0.00	NM	4	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-TWTF--		4			\$90.00		0.00				
17	WTLV	10/30/12	11/02/12	M-F 4-5p Ellen	CM	M-F 4p-5p	-TWTF--	:30	4	\$150.00	P-3	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-TWTF--		4			\$150.00		0.00				
18	WTLV	10/30/12	11/01/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	-TWT---	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-TWT---		3			\$225.00		0.00				
E 19	WTLV	10/31/12	11/02/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	--W-F--	:30	2	\$575.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	--W-F--		2			\$575.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	1	WTLV	10/29/12-11/04/12	M-F 530-6p		M-F 5:30p-6p	--W-F----	:30	(\$575.00)	0.00	NM				
	Credited														
	2	WTLV	10/29/12-11/04/12	M-F 530-6p		M-F 5:30p-6p	--W-F----	:30	(\$575.00)	0.00	NM				
	Credited														
E 20	WTLV	11/01/12	11/05/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	M--TF--	:30	3	\$1,000.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/01/12	11/07/12	M--TF--		3			\$1,000.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 20	WTLV	11/01/12	11/05/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	M--TF--	:30	3	\$1,000.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/01/12	11/07/12	M--TF--		3				\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	11/01/12-11/07/12		M-F 6-630p		M-F 6p-6:30p	M--ThF----	:30		(\$1,000.00)		0.00	NM		
	Credited [cxd]														
2	WTLV	11/01/12-11/07/12		M-F 6-630p		M-F 6p-6:30p	M--ThF----	:30		(\$1,000.00)		0.00	NM		
	Credited [cxd]														
3	WTLV	11/01/12-11/07/12		M-F 6-630p		M-F 6p-6:30p	M--ThF----	:30		(\$1,000.00)		0.00	NM		
	Credited [cxd]														
21	WTLV	10/31/12	11/02/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	--W-F--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--W-F--		2				\$1,000.00		0.00			
E 22	WTLV	11/01/12	11/05/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	M--TF--	:30	2	\$1,200.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/01/12	11/07/12	M--T---		2				\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	11/01/12-11/07/12		M-F 730-8p		M-F 7:30p-8p	M--Th-----	:30		(\$1,200.00)		0.00	NM		
	Credited														
2	WTLV	11/01/12-11/07/12		M-F 730-8p		M-F 7:30p-8p	M--Th-----	:30		(\$1,200.00)		0.00	NM		
	Credited														
23	WTLV	11/05/12	11/05/12	Mon Prime Other Mon Prime Special 2+ hour	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$3,000.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$3,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	11/05/12-11/11/12		Mon Prime Other		Various	(8:00 PM-10:00 PM) M-----	:30		(\$3,000.00)		0.00	NM		
	Credited [CR]														
24	WTLV	10/30/12	11/02/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-T-TF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-T-TF--		3				\$400.00		0.00			
25	WTLV	10/31/12	11/02/12	4:30a-5a M-F 4:30-5a	CM	4:30a-5a	--W-F--	:30	2	\$35.00	P-3	0.00	NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--W-F--		2				\$35.00		0.00			
26	WTLV	11/03/12	11/03/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$175.00		0.00			
27	WTLV	11/04/12	11/04/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	:30	1	\$335.00	P-1	0.00	NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$335.00		0.00			
28	WTLV	11/03/12	11/03/12	PA (Sa) PA (Sa)	CM	Sat 7p-8p	-----S-	:30	1	\$315.00	P-1	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$315.00		0.00			
Totals													52	\$12,355.00	